

**MARKETING AND INCENTIVES WORKGROUP
MEETING MINUTES
JUNE 26, 2001**

On June 26, 2001, 13 members of the Marketing and Incentives Workgroup of the International Diesel Retrofit Advisory Committee met. The Farm Bureau surveys were dispersed as well as handouts of Tim Taylor's presentation.

We began the meeting with a discussion of the bills we'd like to create as a foundation for the Workgroup's work. The first bill would function similarly to the Carl Moyer Programs bill in the formation of an advisory committee to carry out marketing and incentive programs to voluntarily reduce PM (and NOx) in California. The group wanted to give the Advisory Committee authority to create incentives for off-road sources as well as on-road. The second bill is centered around retirement of pre-1991 vehicles as a safety issue mainly, but secondarily, as a emissions reduction plan.

We formed a sub-group to write the bills and will view the proposed language at the next meeting. Tim Taylor is going to head up this sub-group and arrange their first meeting. They are going to bring a draft of the bills to the next meeting and may be able to send them to the e-mail list ahead of time. Stephanie Williams is going to send MIW the powerpoint presentation she did on the Carl Moyer Program. On this schedule, the sub-group hopes to bring the draft bill to the October IDRAC meeting.

Tim Taylor of the Sacramento Metropolitan AQMD initiated an excellent discussion of ways to have a successful marketing and incentives program by giving a presentation entitled "Heavy-duty Incentive Programs." Thank you for putting together a great presentation, Tim!

Peter Reba brought up the point that we don't want to solve one problem and create another, given the unknowns involved with these new technologies. We need to proceed cautiously and have an education program first. We discussed how the best incentive packages were something we wouldn't have to convince people to do. For example, a package that offers better fuel economy or offers free maintenance for the first six months, makes the customer feel like they are getting a direct benefit by reducing emissions. We also discussed the need to couple any emission control strategies with the manufacturers truck owners deal with, so the customer gets their parts from one provider who installs the emission control strategy and warranties it in conjunction with the other parts. In other words, make our incentives programs EASY for the end-user. We also discussed the need to provide incentives to the emission control strategy manufacturers to try to verify (and then sell) their products in California. The more options available, the easier it will be to kickstart the industry.

The question was raised, "Does green diesel qualify as a "blue sky" engine?"

Finally, the group discussed the use of the word "retrofit," and decided "emission upgrade" would be better terminology when discussing our plans with the general public. This term elicited thoughts of a computer upgrade, or emission reduction advancements, as opposed to the negative connotations oftentimes associated with retrofit.